

Appln. No. 09/472,666

Reply to: Office Action of June 24, 2005

Title: METHOD AND MEDIA FOR VIRTUAL PRODUCT PLACEMENT

REMARKS

Reconsideration is respectfully requested.

Entry of the above amendments is courteously requested in order to place all claims in this application in allowable condition and/or to place the non-allowed claims in better condition for consideration on appeal.

Claims 1 through 18, 20, 21, and 26 through 32 have been cancelled. Claims 40 through 54 have been withdrawn. No claims have been added. Therefore, claims 19, 22 through 25, 33 through 39, and 55 through 66 remain in this application.

The Examiner's rejections will be considered in the order of their occurrence in the Office Action.

Rejection of the Claims

The Patent Office has rejected claims 19, 20, 22 through 39 and 55 through 66 under 35 U.S.C. 103(a) as obvious over Ebisawa, patent number 5,946,664 (hereinafter "Ebisawa") in view of Margulis 6,456,340 (hereinafter "Margulis").

Claim 19 requires, in part, "wherein the communication assembly allows the virtual product source to *update the position of the virtual product location in the removable moving media through repositioning of the removable content relative to the source content*" (all emphasis added). Similarly, but not identically, claim 33 requires "wherein the virtual product is updated on the moving media in the virtual product location, and *the position of the virtual product location relative to the moving media is updated*" (all emphasis added). Further, claims 55, 56 and 66 each require "wherein the communication assembly allows the virtual product source to *update the position of the virtual product location in the removable moving*

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media through *repositioning* of the removable content relative to the source content" (all emphasis added).

In the "Response to Arguments" portion of the Office Action, it appears that the Examiner has adopted the position that any change to the content of the removable content of the virtual product location comprises an updating of the "location", and therefore the language of the claims has been amended to further emphasize that the position of the removable content relative to the source content may be updated (as well as changing the content of the removable content).

Withdrawal of the rejection of claims 19, 22 through 25, 33 through 39, and 55 through 66 is therefore respectfully requested.

CONCLUSION

In light of the foregoing amendments and remarks, early reconsideration and allowance of this application are most courteously solicited.

Respectfully submitted,

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Sept. 26, 2005

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